

CYNTHIA A. HARDING, M.P.H.  
Interim Director

JEFFREY D. GUNZE NHAUSER, M.D., M.P.H.  
Interim Health Officer

313 North Figueroa Street, Room 708  
Los Angeles, California 90012  
TEL (213) 240-8156 • FAX (213) 481-2739

[www.publichealth.lacounty.gov](http://www.publichealth.lacounty.gov)



**BOARD OF SUPERVISORS**

Hilda L. Solis  
First District  
Mark Ridley-Thomas  
Second District  
Sheila Kuehl  
Third District  
Don Knabe  
Fourth District  
Michael D. Antonovich  
Fifth District

May 10, 2016

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

Dear Supervisors:

**APPROVAL TO EXECUTE AN AMENDMENT TO HIV AND STD SOCIAL MARKETING MEDIA SERVICES MASTER AGREEMENT WORK ORDER NUMBER PH-002446-W1 WITH CBS, INC. FOR THE PERIOD EFFECTIVE JULY 1, 2016 THROUGH JUNE 30, 2018 (ALL SUPERVISORIAL DISTRICTS) (3 VOTES)**

**SUBJECT**

Request approval to execute an amendment to Master Agreement Work Order Number PH-002446-W1 with CBS, Inc. to increase funding to support the provision of additional HIV and STD Social Marketing Media services for the period effective July 1, 2016 through June 30, 2018.

**IT IS RECOMMENDED THAT THE BOARD:**

1. Delegate authority to the Interim Director of the Department of Public Health (DPH), or her designee, to execute an Amendment to Master Agreement Work Order (MAWO) Number PH-002446, with CBS, Inc., to increase the MAWO annual maximum obligation by \$1,020,000 from \$800,000 to \$1,820,000, for the term effective July 1, 2016 through June 30, 2017; and by \$1,300,000, from \$800,000 to \$2,100,000, for the term effective July 1, 2017 through June 30, 2018, for the provision of additional HIV and STD social marketing media services; 100 percent offset by Centers for Disease Control and Prevention (CDC) funds, subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office.
2. Delegate authority to the Interim Director of DPH, or her designee, to execute amendments to MAWO Number PH-002446 with CBS, Inc. that extend the term for two (2) additional one (1)-year terms through June 30, 2020 at an annual maximum obligation not to exceed \$2,100,000, contingent upon the availability of funding and contractor performance; allow the rollover of unspent contract funds; and/or provide an increase or decrease in funding up to 35 percent above or below each

term's revised annual base maximum obligation, effective upon amendment execution or at the beginning of the applicable contract term, and make corresponding service adjustments, as necessary, subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office (CEO).

## **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

Approval of Recommendation 1 will support the provision of expanded HIV and STD social marketing services funded by a newly awarded CDC grant for Health Department Demonstration Projects to Reduce HIV Infections and Improve Engagement in HIV Medical Care among Men Who Have Sex with Men (MSM) and Transgender Persons. Increasing social marketing services will allow DPH to increase awareness of Pre-exposure Prophylaxis (PrEP) programs, a CDC grant requirement. PrEP is a biomedical intervention which includes a daily medical regimen that, when taken regularly as prescribed, can prevent HIV transmission.

Important components of the PrEP programs social marketing campaign will be the development of a website, training materials, and educational materials targeting both individuals who can benefit from the use of PrEP, as well as the medical provider community who can prescribe PrEP. Funded social marketing activities will include creation of advertisement, general and targeted audience media buys, grassroots and event marketing, and development of creative components for social marketing campaigns. This expanded social marketing is aligned with the National HIV/AIDS Strategy to significantly reduce new HIV infections by making PrEP widely accessible to target populations at increased risk.

Approval of Recommendation 2 will allow DPH to execute amendments to the media services MAWO to extend the term at amounts not to exceed \$2,100,000 annually; rollover unspent MAWO funds; and/or increase or decrease funding up to 35 percent above or below each term's revised annual base maximum obligation, effective upon amendment execution or at the beginning of the applicable MAWO term, and make corresponding service adjustments, as necessary. Amendments to increase or decrease funding will only be executed if and when there is a change in the annual CDC grant award amounts, to ensure that services can be rapidly expanded or contracted consistent with funding levels. This authority is being requested to enhance DPH's efforts to expeditiously maximize grant revenue, consistent with Board Policy 4.070: Full Utilization of Grant Funds.

Recommendation 2 will enable DPH to amend the MAWO to allow for the provision of additional units of funded services that are above the service level identified in the current MAWO and/or the inclusion of unreimbursed eligible costs, based on the availability of grant funds and grant funder approval. While the County is under no obligation to pay a contractor beyond what is identified in the original executed MAWO, the County may determine that the contractor has provided evidence of eligible costs for qualifying contracted services, and that it is in the County's best interest to increase the maximum MAWO obligation as a result of receipt of additional grant funds or a determination that funds should be reallocated. This recommendation has no impact on net County cost.

## **Implementation of Strategic Plan Goals**

The recommended actions support Goal 3, Integrated Services Delivery, of the County's Strategic Plan.

### **FISCAL IMPACT/FINANCING**

The total cost of the forthcoming amendment for the term effective July 1, 2016 through June 30, 2017 is \$1,020,000, increasing the annual maximum obligation from \$800,000 to \$1,820,000. The total cost of the forthcoming amendment for the term effective July 1, 2017 through June 30, 2018 is \$1,300,000, increasing the annual maximum obligation from \$800,000 to \$2,100,000. The total increase of \$2,320,000 will be 100 percent offset by CDC Notice of Award (NA) Number 1U62PS005037.

Funding is included in DPH's fiscal year (FY) 2016-17 budget and will be included in future FYs, as necessary.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

On September 29, 2015 your Board approved delegated authority to DPH to accept a forthcoming award from the CDC for Health Department Demonstration Projects to Reduce HIV Infections and Improve Engagement in HIV Medical Care among MSM and Transgender Persons for the anticipated period of September 30, 2015 through September 29, 2018.

On January 19, 2016, DPH notified your Board that it was exercising the delegated authority referenced above to accept two NAs for the budget period of September 30, 2015 through September 29, 2016, Year 1 of the three-year project period:

NA Number 1U62PS005037-01 awarding Category 1 funding in the amount of \$1,904,384 for PrEP Support Demonstration Projects Targeting MSM and Transgender Persons at Substantial Risk of Acquiring HIV; and

NA Number 1U62PS005037-01 REVISED awarding Category 2 funding in the amount of \$2,595,616 for Data to Care Demonstration Projects that use Surveillance Data Sources to Identify MSM and Transgender Persons not in Care.

As required under Board Policy 5.120, your Board was notified on April 27, 2015 of DPH's request to increase or decrease the CBS, Inc. MAWO funding up to 35 percent above or below each term's annual base maximum obligation to allow sufficient flexibility to quickly adjust to changing CDC grant award amounts so that services can be adjusted to support the efficient and effective utilization of grant funds.

### **CONTRACTING PROCESS**

On May 19, 2015, your Board authorized DPH to enter into a MAWO with CBS Inc. as a result of a Work Order Solicitation for the provision of HIV and STD Social Marketing Prevention Services in all four media categories (designing and creating, mechanicals, social media, and outreach), effective July 1, 2015 through June 30, 2018, at a total maximum obligation not to exceed \$2,400,000, and delegated authority to execute amendments to the MAWO to extend the term through June 30, 2020 at an annual maximum obligation not to exceed \$800,000 and/or provide an increase or decrease in funding up to 35 percent above or below each term's annual base maximum obligation.

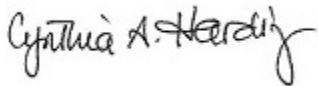
On April 15, 2016, DPH notified your Board that it was exercising delegated authority to amend

MAWO Number PH-002446-W1 with CBS, Inc. to increase funding in the amount of \$280,000, increasing the annual maximum obligation from \$800,000 to \$1,080,000 for the term effective July 1, 2015 through June 30, 2016, to support the development of social marketing efforts to raise awareness of biomedical HIV prevention methods (PrEP and PEP) targeted to individuals at high risk for HIV.

**IMPACT ON CURRENT SERVICES (OR PROJECTS)**

Approval of the recommended actions will allow DPH to expand the development of social marketing efforts to raise awareness of biomedical HIV prevention services in Los Angeles County.

Respectfully submitted,

A handwritten signature in black ink that reads "Cynthia A. Harding". The signature is written in a cursive, flowing style.

Cynthia A. Harding, M.P.H.

Interim Director

CAH:jc  
BL#03580

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors